Why should we define our audience?

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Knowing who you're targeting

- Don’t create any content before establishing what kind of people and businesses you’re creating it for
- Figure out who is your ideal customer or client and what they’d like to read
- Your content has to be good, but that is not enough if it’s not targeting the right people

- **Benefits of defining your audience:**
- #1 It will help you focus your content efforts
- #2 It helps you identify with your audience and speak their language
- #3 It saves you time, effort, and money